

11th Annual

Rural Development Conference

*Preparing Communities
for Success*

April 5 and 6, 2006

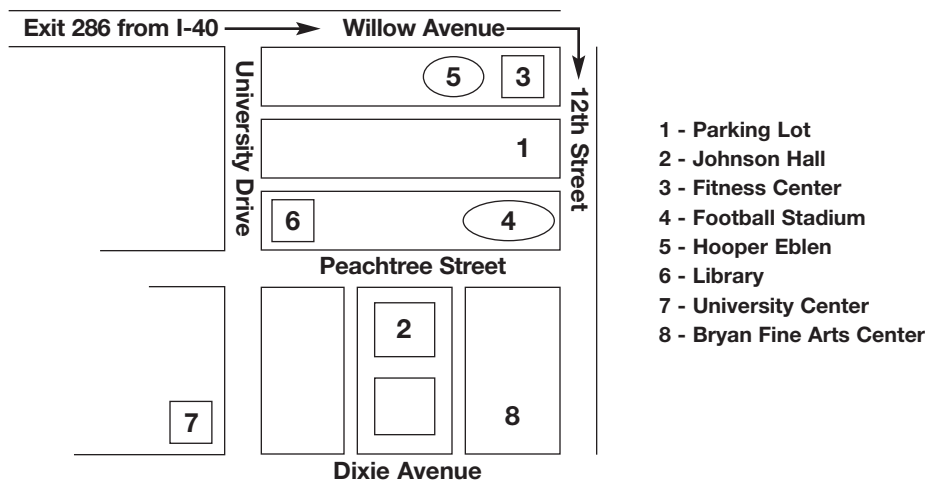
*Tennessee Technological University
Cookeville, Tennessee*

*Hosted by USDA Rural Development
College of Business Administration,
Tennessee Technological University
Tennessee Valley Authority*



Directions and Parking Instructions for TTU

Take exit 286 from I-40 and go north on Willow Avenue. At the 11th traffic light, turn right onto 12th Street. The Fitness Center will be on your right. Park in the lot between the Fitness Center and the football stadium. Shuttles will provide rides to Bryan Fine Arts Center.



Conference Registration Form

Registration fee: \$50 (Includes reception, continental breakfast, and luncheon)

Register online at www.tntech.edu/cob/rdc or by returning this form with check payable to: **Tennessee Technological University, College of Business Administration, P.O. Box 5024, Cookeville, TN 38505.** Fax: 931-372-6249. (Please copy for more than one registration.)

Name _____

Title _____

Organization _____

Address _____

Phone _____ E-mail _____

Enclosed: \$ _____ for _____ people

Check enclosed _____ MasterCard _____ Visa _____

Card # _____ Expiration date _____

Registration fee not refundable after March 31, 2006

For questions about registration or for special needs consideration, call 931-372-3643.

For program information, call Rural Development/USDA at 615-783-1300 or visit www.rurdev.usda.gov/tn.

The sponsors are equal opportunity providers and employers.

Your economic development success begins here. Please don't miss this opportunity to join other regional leaders as they learn the latest on helping communities grow.

Plenary Session Speaker



Eric Canada

Eric Canada is a nationally recognized authority on business retention and economic development marketing. A psychologist by training, Canada is an entrepreneur at heart and a developer by choice. As a consultant with Blane, Canada Ltd., he has worked with over 350 communities, regions, and states to design strategic business information and retention programs built on the Synchronist System platform. More than 12,700 development professionals have participated in his advanced courses and workshops on business retention and marketing since 1995.

Canada received the prestigious Roepke Award in 1997 for his breakthrough research and article entitled "Locked in the Twilight Zone: Business Retention *Fails* the Strategic Value Test!" He is also recognized for his signature innovations in business retention, including applying competitive intelligence techniques, the predictive retention system, Matrix Analysis™, and the Synchronist Business Information System® software.

Canada is the author of numerous journal articles and the bestselling marketing books *Economic Development: Marketing for Results!* and *Marketer's Planning Guide*. He publishes the *Economic Development Marketing Letter*, a monthly e-mail newsletter distributed to over 6,500 economic development professionals worldwide.

Luncheon Speaker



Bryan Townsend

Bryan Townsend is a member of the National Speakers Association. He has earned the designation Certified Speaking Professional and is listed in *Who's Who in Professional Speaking*. He is one of the few speakers to be inducted into the Professional Speakers Hall of Fame. For 20 years Townsend served as the manager of a country music radio station, where he delivered a daily on-air commentary, wrote and produced commercials, and served as a play-by-play sports announcer. Currently, he is one of the nation's most active motivational humorists. His humor has been quoted by Paul Harvey and *USA Today*, and he is the author of several books, including *Life Is An Adventure*. As a member of the Carpenters for Christ, Townsend spends one week each year helping to build church buildings. He spends the other 51 weeks praying they don't fall down!

Workshops

“So What? Who Cares? How to Get Right to the Point With the Media”

Dave Yewman, President, DASH Consulting Inc., Vancouver, Washington

“Ten Commandments for Economic Development” and “Marketing Print Materials”

Dr. Maury Forman, Director of Education and Training, Washington Department of Community, Trade and Economic Development, Olympia, Washington

“Untapped Potential: A New Mandate for Business Retention and Expansion”

Eric Canada, Partner, Blane, Canada Ltd., Wheaton, Illinois

“Can Small Towns Be Cool?” and “Community Entrepreneurship Strategies”

Dave Ivan, Associate State Program Leader, Community and Economic Development Programs, Extension Service, Michigan State University, St John's, Michigan

“Tax Increment Financing”

Mark Mamantov, Bass, Berry & Sims, Managing Partner of Knoxville office

Don Hurst, President, Cocke County Partnership, Newport, Tennessee

“Leadership for Tomorrow's Rural Communities in a Changing Economy” and

“Developing Leaders as Collaborators in Rural Tennessee”

Dr. David Kolzow, Executive Director, Tennessee Leadership Center, Nashville

“Industrial Site Development: Best Practices”

Ed McCallum, Senior Principal, McCallum Sweeney Consulting, Greenville, South Carolina

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Agenda

Wednesday, April 5, 2006

5:30 pm Reception

Leslie Towne Center, Cookeville Area–Putnam County Chamber of Commerce,
One West First Street, Cookeville, Tennessee
Shuttle service leaves the Holiday Inn and Ramada Inn beginning at 5:15 pm

Thursday, April 6, 2006

7:30 am Registration and Continental Breakfast

Bryan Fine Arts Center, Tennessee Technological University

8:30 am Welcome

Dr. Robert Bell, President, Tennessee Technological University
Ruth Tackett, Tennessee State Director, USDA Rural Development
John Bradley, Senior Vice President, Economic Development, TVA

8:45 am Plenary Session

“Marketing: Fabulous Tips and Tricks From Across the U.S.”
Eric Canada, Partner, Blane, Canada Ltd., Wheaton, Illinois

10:30 am Concurrent Workshops

“So What? Who Cares? How to Get Right to the Point With the Media”
Dave Yewman, President, DASH Consulting Inc., Vancouver, Washington

“Ten Commandments for Economic Development”
Dr. Maury Forman, Director of Education and Training, Washington Department
of Community, Trade and Economic Development, Olympia, Washington

“Untapped Potential: A New Mandate for Business Retention and Expansion”
Eric Canada, Partner, Blane, Canada Ltd., Wheaton, Illinois

“Can Small Towns Be Cool?”
Dave Ivan, Associate State Program Leader, Community and Economic
Development Programs, Extension Service, Michigan State University,
St John's, Michigan

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11:45 am Lunch

“Hitching Up a Winning Team”

Bryan Townsend, Talladega, Alabama, Member of the National Speakers Association and the Professional Speakers Hall of Fame

1:30 pm Concurrent Workshops

“Tax Increment Financing”

Mark Mamantov, Bass, Berry & Sims, Managing Partner of Knoxville office
Don Hurst, President, Cocke County Partnership, Newport, Tennessee

“Leadership for Tomorrow’s Rural Communities in a Changing Economy”

Dr. David Kolzow, Executive Director, Tennessee Leadership Center, Nashville

“Industrial Site Development: Best Practices”

Ed McCallum, Senior Principal, McCallum Sweeney Consulting, Greenville, South Carolina

“Community Entrepreneurship Strategies”

Dave Ivan, Associate State Program Leader, Community and Economic Development Programs, Extension Service, Michigan State University, St John’s, Michigan

2:45 pm Concurrent Workshops

“Developing Leaders as Collaborators in Rural Tennessee”

Dr. David Kolzow, Executive Director, Tennessee Leadership Center, Nashville

“Marketing Print Materials”

Dr. Maury Forman, Director of Education and Training, Washington Department of Community, Trade and Economic Development, Olympia, Washington

“So What? Who Cares? How to Get Right to the Point With the Media”

Dave Yewman, President, DASH Consulting Inc., Vancouver, Washington

Hotel Information

Several area hotels can provide convenient accommodations during your stay.

Baymont Inn & Suites	931-525-6668
Comfort Suites	931-372-1881
Country Inn & Suites	931-520-3800
Executive Inn	931-526-9521
Hampton Inn	931-520-1117
Holiday Inn	931-526-7125
Ramada Limited	931-372-0086

Directions to Leslie Towne Center – reception location

From Nashville/I-40 East

Take exit 287, turn left off the exit ramp onto Jefferson Avenue, and go back under the interstate. Stay on Jefferson through several traffic lights (approximately 1.5 miles). After passing the Courthouse on the right, turn left at a four-way stop onto First Street. Go straight through one red light and one more stop sign. The Town Centre is the large brick building on the left.

From Knoxville/I-40 West

Take exit 287 and turn right off the exit onto Jefferson Avenue. Stay on Jefferson through several traffic lights (approximately 1.5 miles). After passing the Courthouse on the right, turn left at a four-way stop onto First Street. Go straight through one red light and one more stop sign. The Town Centre is the large brick building on the left.

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Nashville, TN 37203

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